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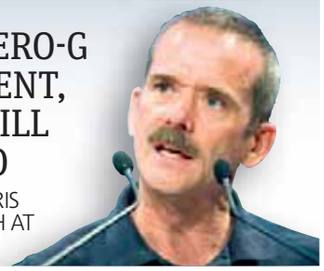

EX-ASTRONAUT CHRIS HADFIELD TO TEACH AT UNIVERSITY PAGE 6

Democracy is mandatory

There will be a referendum on transit funding whether the local mayors like it or not, promises minister PAGE 3

Luongo ends goalie quarrel

The Canucks ruin former goaltender Cory Schneider's homecoming with 3-2 win in overtime PAGE 21

We are ruled by Androids

Phones, that is. A new report breaks down the country's favourites by area, and like anything else in Canada, no one feels the same PAGE 10

Sochi hockey duds are red, white and new

New uniforms unveiled, along with an alternate fan-favourite set PAGE 6

QUEEN OF THE PEAK SEEKS HIGHER CALLING

Leah Oke of Port Renfrew, B.C., competes Sunday in the fourth annual women's Queen of the Peak surf championship in Tofino. She took first place in longboard. Organizers hope the amateur event will someday become the qualifier for the first-ever female-only surfing contest sanctioned by the Association of Surfing Professionals in Canada. Story, page 4. COURTESY KYLER VOS/TOURISM TOFINO

Winter shelters lead people to 480 permanent homes

Homelessness. Shelters a great way to connect people with social services, official says

EMILY JACKSON
emily.jackson@metronews.ca

The shelters set up to house people during Vancouver's soggiest, coldest months may be temporary, but they have provided an enduring remedy to homelessness.

Of those who sought refuge in one of the 160 winter shelter beds over the past five years, 480 people — that's 60 per cent — have since found permanent housing, according to a staff report presented to council Tuesday.

The low-barrier shelters that allow pets and shopping carts are "one of the most successful" ways to prevent unnecessary deaths and illness, said Brenda Prosken, the city's general manager of community services.

In December 2008, a homeless woman named Dawn (Tracey) Bergman died on the streets when a candle she lit to stay warm set her shopping cart ablaze.

By giving people a stable environment to access outreach workers and social services, they are more likely to transition into permanent housing, Prosken said.

The city has already secured $1.6 million in provincial funding to operate the shelters from Dec. 1 to the end of April. It's the earliest go-ahead B.C. has given the city to scout locations, which Vancouver budgets $500,000 to fix up.

While there was controversy over a Yaletown shelter last winter when some residents complained there were too many social services amid the condos, Coun. Kerry Jang said most neighbourhoods are "absolutely supportive."

The city "will do everything (it) can" to meet its goal of ending street homelessness by 2015, Jang said.

But Coun. George Affleck questioned whether paying for shelter is money well spent, since homelessness rates have stabilized but not dropped.

There are 1,600 people without homes in Vancouver: 1,327 who live in shelters and 273 on the streets, according to a count in March.

Another 491 homeless people are expected to get housing by the end of 2014 in units funded by B.C. Housing and the city.

With more than 300 units expected to disappear by March 2014 with the end of federal funding for a mental-health study, the city and province plan to open interim housing at the Biltmore, the Kingsway Continental and the East Hastings Ramada.

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South Vancouver

Man injured in drive-by shooting

A drive-by shooting in South Vancouver sent one man to hospital with non-life threatening injuries Tuesday afternoon.

The man was driving a car east in the 1700 block of S.E. Marine Drive around 3:30 p.m. when shots were fired at him from a vehicle travelling in the same direction, said police in a statement. METRO

Suffered serious burns

Persons of interest in van explosion found in hospital

Two persons of interest in a fiery collision in Vancouver Monday have been found in hospital.

At 3:15 p.m., witnesses reported seeing a van — that was on fire — rear end another vehicle near Oak Street and 53rd Avenue.

Two men who were in the van reportedly fled the scene on foot.

As firefighters were attempting to put out the fire several explosions occurred. It was later determined that the van was illegally carrying large quantities of gasoline. Police reported Tuesday that two Coquitlam men, aged 19 and 25, checked themselves into Eagle Ridge Hospital with serious burns to their upper bodies, arms, hands, head and faces. METRO

Richmond

Shots fired outside gym

RCMP are on the case after a number of shots were fired outside a gym in Richmond Monday night.

Users of the Steve Nash Fitness World at 6351 Westminster Highway called 911 after hearing gunfire outside the gym. Anyone with information is asked to contact police. METRO

Transportation Minister Todd Stone speaks to media at Waterfront Station Tuesday after touring the Lower Mainland's public transportation system. MATT KIELTYKA/METRO

Province unwavering on transit referendum

TransLink. Despite opposition from local mayors, the transportation minister insists transit funding issue will head to polls

MATT KIELTYKA
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He came, he saw, he stuck to his speaking lines.

Transportation Minister Todd Stone was taken on a "robust" tour of the Lower Mainland's public transportation system Tuesday but seeing the stressed system firsthand did little to change his mind that a referendum on TransLink funding (an unpopular option among local mayors) is the best way to go forward.

"This is a government that says what it's going to do and does what it says," said Stone. "We were very clear in the last election campaign that there would be a referendum on any new long-term funding option for TransLink. We were very clear about that before the election, and we're following through on that election commitment."

When asked why the region needs a referendum — which many feel will be shot down at the polls — to improve public transit while billion-dollar projects like the Port Mann Bridge and George Massey tunnel replacement face few funding hurdles, Stone said there was a big difference.

"This referendum is on TransLink's operations, on a sustainable funding model," he said, casting public transportation as a Mayor's Council problem. "The Port Mann Bridge and George Massey tunnel, those are provincial assets."

Stone expects to have an agreement in place on the referendum by the end of the year, with a view of including it in the November 2014 municipal elections.

He said everything is on the table, including TransLink's troubled governance structure (which was implemented by his predecessor Kevin Falcon), as the mayors look for ways to fix the transportation authority's funding shortfall in the face of high demand.

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A new princess is crowned at Tofino surf competition

Queen of the Peak. 10-year-old Matea Olin steals the show and shows just how far local women's surfing has come in 20 years

KATE WEBB
kate.webb@metronews.ca

Matea Olin, 10, was crowned the Princess of the Peak in this weekend's two day female-only Queen of the Peak competition. KATE WEBB/METRO

Twenty years ago, when Melody Sadler married into one of the five most prominent "surf dynasties" of Tofino, there were few women under the age of 30 there willing to ride the rough waves.

"There just wasn't anyone at all my age that I knew that surfed, so it just wasn't very inviting," she recalls, explaining it was difficult and expensive at the time to buy a women's wetsuit — and there was also a lack of gender-specific training.

"Even walking out to the water with my mother-in-law with our boogie boards under our arms and our wetsuits on, all the tourists turned and stared at you."

Fast-forward to this past weekend's fourth annual women-only Queen of the Peak competition, and you would never know that was the case so recently in history.

Badass local heroes like Port Renfrew's Leah Oke and Tofino's own Catherine Bruhwiler competed against dozens of Canadian and Californian women of all ages in high winds and fierce six-foot waves. Oke and Bruhwiler, both the offspring of renowned Vancouver Island surf families, won first place in the longboard and shortboard finals, respectively, and each took home $1,500.

The star of the show, however, was an example of just how far females have really come in the place Outside magazine once voted the best surf town in North America.

Ten-year-old Matea Olin only picked up a surfboard for the first time two years ago, and on Sunday she was crowned the Princess of the Peak in a special event for girls 16 and under. Not only that, but she entered the women's longboard competition, too — just for fun.

Screams erupted on the beach as the courageous young challenger paddled past the crashing break and caught a huge wave, riding it all the way to the end in the Princess finals and scoring a perfect 10 from the judges.

Her coach, Australian professional surfer Shannon Brown, said it is common to see kids with that level of skill in Hawaii, but in Canada's colder waters, Olin is one of the few with that kind of moxy.

"The first thing I noticed was how graceful she is when she rides a wave," Brown said.

"She would just stand up and have really beautiful style and ride the wave all the way through from start to finish. She's got a very bright future in surfing if she wants it."

Wrapped in a coat with her wetsuit still on at Cox Bay on Sunday, Olin said the amateur event, which organizers hope will eventually become a qualifier for the first-ever female-only surfing contest sanctioned by the Association of Surfing Professionals in Canada, gives her confidence.

"I'm always just scared to see this big, deep thing underneath me and I have to stand up on it and go down it," she said. "But I just believe in myself."

Tofino's Catherine Bruhwiler competes Sunday in the Queen of the Peak surf championship, where she took first place in shortboard. KYLER VOS/COURTESY TOURISM TOFINO

Room for boards

Tofino to open surf museum

Tofino is poised to open its first surf museum as early as next summer.

The West Coast Surf Museum will tell the tale of how surf culture on Vancouver Island grew into the mecca that Tofino is today, with archival photos of famous pro surf families such as the Hudnalls, Bruhwilers, Okes, Devries/Hasses and Sadlers.

"Our goal is to become a charitable non-profit," said curator and surf instructor Devorah Reeves, explaining the museum will be funded with a blend of corporate sponsorships and grants. "There are big corporations that want to be a part of it."

For updates, visit westcoastsurfmuseum.com.

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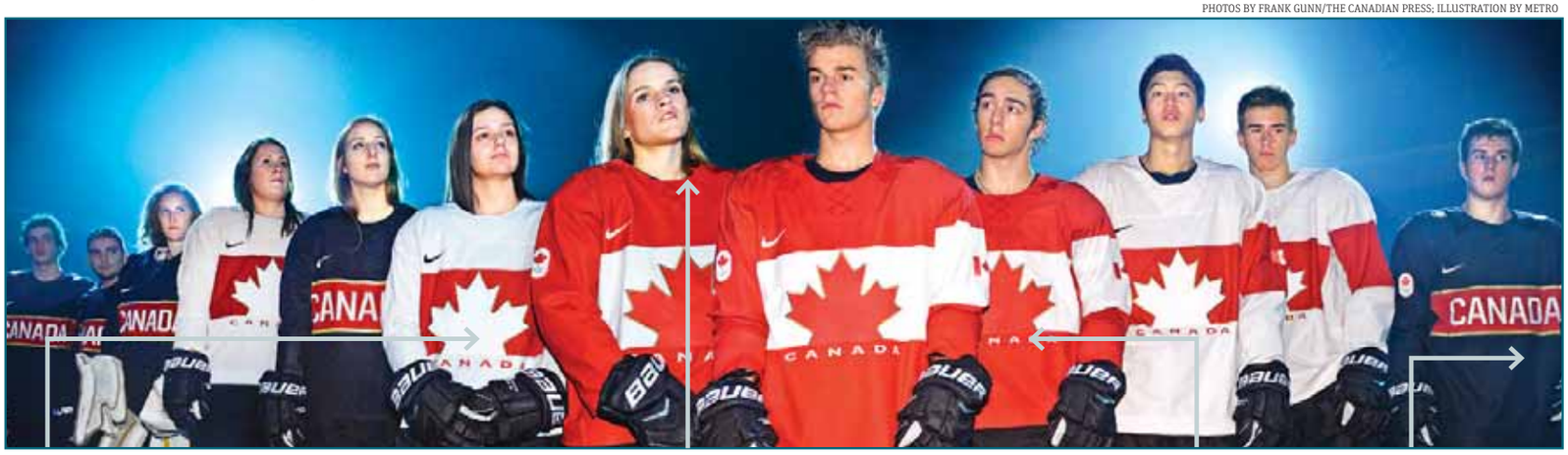
Sochi style: Can Team Canada pull it off?

PHOTOS BY FRANK GUNN/THE CANADIAN PRESS; ILLUSTRATION BY METRO



Looking ahead

On the road to Sochi Olympics

More than a month after the first leak, Hockey Canada and Nike officially unveiled our hockey jerseys for the 2014 Winter Olympics. Amid club music and laser lights, youth players skated onto the ice at Maple Leaf Gardens sporting the red, white and alternate black uniforms that the men's, women's and sledge-hockey teams will wear at the Olympic and Paralympic Games.

The event was another marker on the road to Sochi. **THE CANADIAN PRESS AND TORSTAR NEWS SERVICE**

The big to-do

"Their mouths dropped, a little awestruck. They didn't realize what they were here for. When they saw the jersey for the first time, it hit them like it hits any NHL guy that's going to don that jersey."

Hockey Hall of Famer and former Canadian Olympian Joe Nieuwendyk, about the teenage players from the Toronto area who were invited to model the jerseys.

Petro Canada ad?

Critics say the red and white jerseys with a stem-less maple leaf resemble Petro Canada's logo.

- But Nike's Olympic creative director Ken Black said the main inspirations for the design were Canada's 1920 and 1972 Olympic hockey jerseys.

Red, white and black

3

Canada will be the only team in Sochi with a third jersey. "The fans like black, there's no question, and so do the players. But our real colours are red and white," Hockey Canada president and CEO Bob Nicholson said.

Sen. Duffy in hot water again with new allegations

Fresh findings. Auditor flags series of payments to Mike Duffy's friend Gerald Donahue, a former TV technician

An RCMP allegation that Sen. Mike Duffy awarded $65,000 in Senate contracts to a friend who did little actual work is the latest twist in the case of the troubled former Conservative.

The Mounties filed a production order in an Ottawa court on Tuesday to gain access to bank-account records related to the allegation. They are looking at new allegations of fraud and breach of trust against Duffy, based on fresh findings.

"That investigation determined that Sen. Duffy hired a friend as a consultant over an approximate four-year period and paid him a total of approximately $65,000 during that time, for little or no apparent work," wrote Cpl. Greg Horton, the lead investigator.

Sen. Mike Duffy THE CANADIAN PRESS FILE

Duffy said in an email that it would be "inappropriate for me to comment while these matters are being examined by the RCMP." No charges have been laid against Duffy.

An auditor flagged a series of payments to Duffy's friend Gerald Donahue, a former TV technician.

Between 2009 and 2012, Duffy asked the Senate to pay Donahue for a range of writing services including speeches, advice on web page design and development and general media consulting.

But Donahue told police that he didn't do any writing and never produced any tangible document, report or work product and never worked on the website.

"The work he performed for Duffy was limited to research and verbal advice," says the police report of an interview, adding that it was Duffy who devised a $200-an-hour "inflated" payment. **THE CANADIAN PRESS**

Chris Hadfield. Retired astronaut turns prof at University of Waterloo

The former Canadian astronaut who gained a global audience with his musical performances in space will be taking on a new job as professor of aviation at an Ontario university.

The University of Waterloo says Chris Hadfield's first task on campus will be assisting research into why some astronauts get fainting spells when they return to Earth — knowledge it says will also be useful for elderly people prone to falling.

The school on Tuesday announced the appointment of the ex-astronaut, who retired in July shortly after getting back from five months on the International Space Station.

During the mission, Hadfield became the first Canadian commander of the space station and performed more than 130 science experiments. **THE CANADIAN PRESS**

Chris Hadfield gestures shortly after landing in Dzhezkazgan, Kazakhstan, last May. He will be taking on a new job as professor of aviation at the University of Waterloo. MIKHAIL METZEL/THE ASSOCIATED PRESS FILE

Endangered liaisons

Spy allegations put Canada-Brazil military ties at risk: Experts

A carefully cultivated military relationship with Brazil could be damaged by the unfolding spy drama involving Canada's super-secret eavesdropping agency, defence and diplomacy experts say.

Since late spring, a platoon of Canadian soldiers has been embedded with a Brazilian army unit as part of the United Nations peacekeeping mission in Haiti.

The deployment, slated to run until Christmas, has been considered an important bridge-building effort with South America's biggest military power.

Walter Dorn, a professor at the Canadian Forces Staff College in Toronto, says the scandal will give Brazil second thoughts about Canada as a reliable partner.

Jean Daudelin, an associate professor at Carleton University's Norman Paterson School of International Affairs, says it has created an air of mistrust. **THE CANADIAN PRESS**

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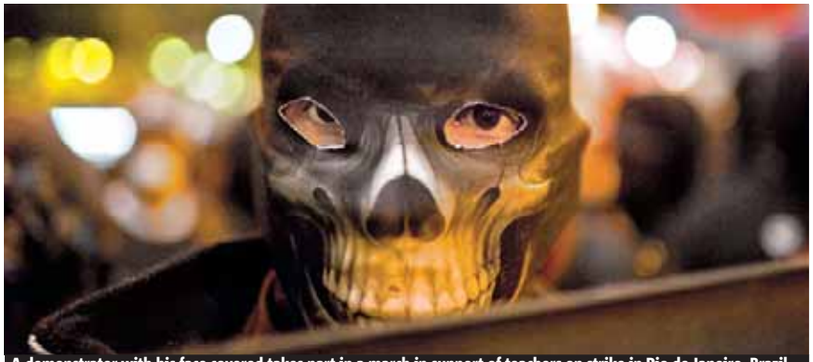

A demonstrator with his face covered takes part in a march in support of teachers on strike in Rio de Janeiro, Brazil, Monday night. FELIPE DANA/THE ASSOCIATED PRESS

Teacher strikes take a violent turn in Brazil

Started off peaceful. Teachers have been off the job demanding better pay for almost two months

Rio de Janeiro and Sao Paulo woke up to scenes of destruction on Tuesday following violent overnight demonstrations in support of teachers on strike asking for higher wages.

In Rio, a largely peaceful rally by some 20,000 demonstrators turned violent when small groups of masked protesters started hurling rocks and Molotov cocktails at banks, stores and restaurants and set fire to a passenger bus.

THE ASSOCIATED PRESS

Ongoing protests

Protests over transportation costs began in June.

- These demonstrations snowballed into a nationwide movement against high taxes, corruption and high World Cup spending.

Migrant ship tragedy

Suspected captain held as Italian divers find more bodies

Italy on Tuesday detained a 35-year-old Tunisian man suspected of being the captain of a boat carrying African migrants that sank off the tiny island of Lampedusa, Italy. Divers, meanwhile, recovered dozens of additional bodies from the wreckage, raising the death toll to 275.

Just 155 migrants, most if not all from Eritrea, survived Thursday's shipwreck. Survivors said there were some 500 would-be asylum-seekers aboard when the ship capsized.

Prosecutors in Agrigento, Sicily, said they had detained the Tunisian suspect, who was transferred from Lampedusa to Agrigento under police custody aboard a ferry. He faces charges of aiding illegal immigration and multiple counts of homicide. THE ASSOCIATED PRESS

One year later. Girl describes Taliban attack and survival in new book

Seven days after the Pakistani Taliban shot her in the head, Malala Yousafzai woke up confused in a place that wasn't home. Her first thought? "Thank God I'm not dead."

Yousafzai, whose campaign for girls' right to education made her a Taliban target, describes the shooting and its aftermath in a book that came out Tuesday, a day before the anniversary of the assassination attempt.

In an excerpt in The Sunday Times, the now 16-year-old describes riding in a school van with her girlfriends when it was stopped by two men, including the gunman who shot Yousafzai in the left eye socket at close range.

After waking, she found out that she had been taken from Pakistan to Birmingham, England, for specialist treatment. The book excerpt describes how she gradually regained her sight and her voice and was reunited with her parents.

Yousafzai has been mentioned as a possible contender for the Nobel Peace Prize to be announced Friday.

THE ASSOCIATED PRESS

Heinous crimes

Saudi preacher sentenced to 8 years in prison

An ultraconservative Muslim preacher in Saudi Arabia was sentenced to eight years in prison and 800 lashes for raping and beating his five-year-old daughter to death, official media said Tuesday.

Fayhan al-Ghamdi, who often preached on television, was convicted of raping, beating and burning his daughter Lama, crushing her skull and tearing off her nails. She died months later in a Saudi hospital. THE ASSOCIATED PRESS

Stock mixup

Twitter gives Tweeter a boost

Tweeter is not Twitter.

The bankrupt electronics retailer's stock resumed trading Tuesday under "THEGQ."

Its old symbol was "TWTRQ." But that was apparently too similar to "TWTR," the symbol proposed by Twitter when it filed plans for its highly anticipated initial public offering.

Some confused investors sent Tweeter's stock up as much as 1,400 per cent.

THE ASSOCIATED PRESS

Alberta is iPhone country, according to a new survey. So naturally this woman is using an iPhone as she snaps events at last July's Calgary Stampede. JEFF MCINTOSH/THE CANADIAN PRESS FILE

Yak, yak: Vancouverites just love those Androids

Talk, talk! Canadians are taking calls on everything from iPhones to BlackBerrys, new report says

We're a diverse country. Just check our smartphones.

Alberta is iPhone country.

Toronto consumers and anglophones living in Montreal are the most faithful to BlackBerry.

Vancouverites are most into Google Android phones.

That's the message in a report by the Media Technology Monitor, which probes how consumers embrace technology.

"It isn't surprising to see that in a country as diverse as Canada you're going to see diversity not just between anglophones and francophones, but also the regions as well," said MTM executive Andrea Sharkey. THE CANADIAN PRESS

By the numbers

68%

Only 68 per cent of francophones in Quebec City own a cellphone, according to a study by the Media Technology Monitor.

Condos give a boost

Housing starts up in September

The pace of housing starts picked up in September, boosted by a jump in condos, townhouses and apartments, Canada Mortgage and Housing Corp. says.

Starts came in at a seasonally adjusted annual rate of 193,637, up from 183,964 in August.

THE CANADIAN PRESS

Market Minute

DOLLAR 96.45¢ US (-0.51¢)

TSX 12,692.41 (-95.84)

OIL $103.49 US (+46¢)

GOLD $1,324.60 US (-50¢)

Natural gas: $3.72 US (+9¢)
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THE FUTURE IS HERE, BUT NO ONE CARES

JUST SAYIN'

Paul Sullivan
metronews.ca

If you were ever a kid, you'll remember dreaming about having your very own two-way wrist communicator.

Jimmy Olsen had one to stay in touch with Superman. All he had to do was press the button, and a cool zee-zee-zee sound would summon the Man of Steel.

In fact, anyone who was anyone in the fantasy universe had one, from Dick Tracy to Captain Kirk to Knight Rider to the Power Rangers.

Now you can have one, thanks to Samsung, which has just released the Galaxy Gear. This device gives your wrist a very high-tech panache and allows you to link up to your Galaxy phone via Bluetooth and talk at your wrist.

Too bad the fantasy is still better than the reality.

Because the Gear has no brain, i.e. SIM card, of its own, it's pretty much a local version of the phone in your pocket. And only if that phone is a Galaxy Note 3. You'll have to wait for the next version to hook up to more phones and functionality. But if you want to be the first Inspector Gadget on your block and you have $300 to spend on a half-baked idea, knock yourself out.

Still Samsung has succeeded at one thing … its outstanding commercials recapture the gee-whizzery of the wrist phone, as they take us through a gallery of fantastic applications from the comics and movies leading to the next big thing: Your BFF right there on your wrist, ready to two-way, just like Jimmy Olsen and Superman.

What's interesting is that I don't care. And neither, apparently, does anyone else.

The Galaxy Gear has been released with a big tech thud.

It's partly because the watch itself appears to be a work in progress, but the Samsung ads are technically accurate — if oversimplified — and you have to wonder why the smart wrist watch — and other gee-whizzicker products such as Google Glass — don't bring the magic.

Aren't we delighted that the future has finally arrived?

Maybe it's because now that it's here, we don't really like it. It comes with baggage, such as greenhouse gases and Miley Cyrus. And now that we can communicate without wires, it's all too obvious that most of us don't really have anything to say. Hashtag fail.

And instead of escaping into the next future, we're so freaked out by the one we're in that we can only imagine dystopian scenarios featuring the zombie apocalypse, where the zombies know where we are at all times thanks to GPS.

The Galaxy Gear is really an old-fashioned idea. It belongs in the Dick Tracy era with our collective childhood. Your real mobile device is much more powerful and just as handy.

The real future, sad to say, isn't for kids.

ZOOM

Many scribbles make light work

JANNE PARVIAINEN/REX FEATURES

Photo captured with long exposure

A light illusionist did his best to show himself and his wife suffering the hot flashes of a flu. Janne Parviainen, 33, from Helsinki, Finland, created this unsettling image using amazing light techniques and long-exposure photography. The Finn told Metro he created this dazzling light display out of boredom. **METRO**

Making light of the flu

"Having a really bad flu made me focus and concentrate on getting this photograph right. It was like a battle against the odds, but I kept telling myself I could do this."

Janne Parviainen, artist and photographer from Helsinki, Finland

How the artist pulled off the light effect

How did Parviainen pull off this mesmerizing image?

"I set up the camera for a long-exposure photograph," the artist begins. "Then, I created the lines using a flashing red and blue LED light. I was crawling and jumping from one end of the room to the next, all to make sure that every inch of the room was covered in the light." **METRO**

Exposure time in minutes

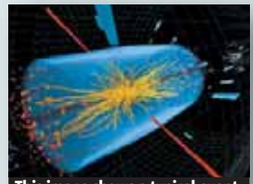
30

minutes is the time frame Parviainen used to create his long-exposure photograph. All of his surreal photographs, the Finnish photographer claims, are produced manually with no post-production alterations or enhancements.

Clickbait

ANDREW FIFIELD
andrew.fifield@metronews.ca

If all that Nobel news about Francois Englert and Peter Higgs winning the physics prize for their Higgs boson work wasn't enough to turn you on to science for the week, then perhaps the amazing space-is-scary film Gravity and what astronauts have had to say about it has piqued your interest. Here's some breezy reading about science and space while you're tuned in.



This image shows a typical event in the search for the Higgs boson.
COURTESY CERN

Bad Astronomy:

Phil Plait waxes ecstatic about all things extraterrestrial in some of the friendliest wording you'll find on topics that typically trend toward dense. A word of warning: He's generous with links, so it's easy to get lost. (slate.com/blogs/bad_astronomy.html)

Mother Jones:

OK, so this isn't a blog at all. But Kiera Butler, Mother Jones' science writer, is a required addition to your RSS feed for topics ranging from scary business like antibiotic overprescription to comforting news like the benefits of frozen food. (motherjones.com/authors/kiera-butler)

Planetary Society:

The writers who lovingly tend the Planetary Society blogs section are serious eggheads. But if you happen to be a quick study with genius jargon and academic acronyms, you'll soon be up to date on the Comet of the Century. Did you even know one of those was coming? (planetary.org/blogs)

Twitter

@metropicks asked: @Cmdr_Hadfield signed on as an aviation professor at the University of Waterloo. What should his first lesson be about?

@PiscesCurse: How to make a kick-ass music video from space to top all others!

@damianpenny: He should explain how Joel eats and sleeps and other science fact. #mst3k

@_J_T_V_: how to grow an Aviation spec moustache

@hilsmol: "Bad-Asstronomics 101"

@giggyalso: don't take gravity lightly

@josephinecleo: how to master the perfect side-part in space. Astronauts need to look good for the cosmos!

@rurbonas: Calculating the fastest route out of Waterloo and how to avoid Kitchener entirely.

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Which celeb driver are you?

You may have moves like Jagger, but when it comes to your driving style, who is your celebrity match? Despite Canada's reputation as a modest nation, a global survey for Kijiji reveals that when it comes to cars, Canadian drivers value style over substance. In fact, as you'll see, there may be more "Beliebers" on our roads than ones saying "hit me baby one more time." **METRO**

Image Seekers (27 per cent)

Key values
Brand, design and style are most important.

Global average
23 per cent.

Celebrity Match
Justin Bieber — his Ferarri F430 is rumoured to be as important to him as his hair.

Efficiency Seekers (22 per cent)

Key values
Brand is less of a priority, but reliability, efficiency, and running costs matter.

Global average
22 per cent.

Celebrity Match
Leonardo DiCaprio — he loves hybrids as much as he loves Victoria's Secret models.

Performance Seekers (17 per cent)

Key values
Handling and power are higher up on the list of priorities.

Global average
17 per cent.

Celebrity Match
Jay Leno — he spends as much time shining his muscle cars or at the race tracks as he does prepping his monologues.

Necessity Drivers (19 per cent)

Key values
Say a car is just a tool to get from A to B; most likely to drive a silver or grey Chevy/Toyota/Chrysler.

Global average
17 per cent.

Celebrity Match
James Franco — whether it's luxury or not, he just needs his car to get to his next class.

Risk Takers (five per cent)

Key values
Parks carelessly, more likely to drink and drive.

Global average
11 per cent.

Celebrity Match
Lindsay Lohan— do we really need to elaborate?

Accident Prone (five per cent)

Key values
Despite less obvious risk taking they are still prone to accidents.

Global average
Six per cent.

Celebrity Match
Britney Spears — though she hasn't run over a Police officer's foot or hit a paparazzo lately.

Cautious Drivers (five per cent)

Key values
Rarely has accidents or damages their car.

Global average
Four per cent.

Celebrity Match
Betty White — her driving record is as golden as her television career.

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If you've seen one Hanks, you haven't seen them all

New movie. The star of Captain Phillips has avoided being typecast over the years and continually delivers diverse performances

IN FOCUS
Richard Crouse
scene@metronews.ca

When you think of the movies of Arnold Schwarzenegger or Sylvester Stallone, gut busting action comes to mind. The names Steve Martin and Adam Sandler are forever connected to comedy, while Daniel Day Lewis is synonymous with serious drama. Meg Ryan? She'll always be a romantic comedy star just as the mere mention of Robert Eglund's name can send a chill down the spine.

But what about Tom Hanks? Hanks is a rarity among A-listers. He's an actor who has avoided stereotyping by pasting together a resumé that includes almost every genre of film.

Tom Hanks. CONTRIBUTED

This weekend he stars in Captain Phillips, a drama based on the true story of the 2009 hijacking of the MV Maersk Alabama by Somali pirates.

It's a heroic role — in real life President Obama said Capt. Richard Phillips' courage "is a model for all Americans" — but it's a far cry from his last movie, Cloud Atlas, which saw him play three characters, one of which tossed a critic out of a skyscraper window.

His varied IMDB listing includes everything from comedies like Splash ("What you looking at? You never seen a guy who slept with a fish before?") to Academy-Award-winning dramas like Philadelphia, where he played a gay lawyer with AIDS suing his firm for discrimination, and Forrest Gump.

In the kids' classic Toy Story (and its subsequent sequels) he's Woody, a stuffed pull-string cowboy doll. Director John Lasseter says he wanted Hanks to play the character because of his "ability to take emotions and make them appealing."

Hanks says, "I'm not looking for any particular kind of story," and his varied approach to his work hasn't hurt him one bit. Recently he was named America's "best-liked movie star," in a poll by Public Policy Polling.

Miley Cyrus. ALL PHOTOS GETTY IMAGES

If Miley wants Liam back, she'd better make nice with the sister-in-law

Apparently another woman played a major role in the break-up of Miley Cyrus and Liam Hemsworth, but it wasn't another girlfriend. According to Radar Online, Hemsworth's sister-in-law, Elsa Pataky, "is no fan of Miley" and urged him to break off their engagement.

"Elsa is totally against Miley and Liam getting back together. She spent the last year freezing Miley out in some kind of passive-aggressive move," a source says.

"Miley desperately wants to get back with Liam and believes she can because she's done it before. But to do that, she's going to have to win over Elsa."

METRO DISH

OUR TAKE ON THE WORLD OF CELEBRITIES

The Word

Why Tom Hanks can't get down to fighting weight

MELINDA TAUB
Metro World News

Get back, cookies. You leave our Tom Hanks alone.

The beloved star, whose film Captain Phillips comes out this week, revealed last night on the Late Show that he has Type 2 diabetes.

"I went to the doctor and she said, 'You know those high blood-sugar numbers you've been dealing with since you were 36? Well, you've graduated,'" he said to David Letterman. "'You've got Type 2 diabetes, young man.'"

Hanks said his doctor did offer him an escape strategy. "She said, 'Look, if you can weigh as much as you did in high school, you will essentially be completely healthy, you will not have Type 2 diabetes.' And I said to her, 'Well, I'm going to have Type 2 diabetes.' Because there is no way I can weigh as much as I did in high school."

Come on. Tom looks like he's already in pretty good shape. He can make it. How much did he weigh in high school? "I weighed 96 pounds in high school," he claims. "And most of that was that big, wide afro."

OK. Maybe just try to ride that Type 2 wave, then.

Twitter

@KellyOsbourne
I have been punched in the face by men but nothing has hurt more than being head butted in the jaw by my bulldog William! my teeth even hurt

@TomArnold
Put a very comfortable day bed in your son's nursery because he'll be in your bed with mom and that's where you'll be watching Sports Center

@JuddApatow
Leslie is searching for hoarder experts for me. I think she is overreacting. I will definitely get to that issue of Time Magazine from 98.

@oliviawilde
Glad to hear my hometown DC has now decided to change the name of their football team, after I spent my childhood cheering a racial slur.

A Griswolds-style family would be dandy with Drew

Drew Barrymore

Drew Barrymore's first child, daughter Olive, may just be a year old, but Barrymore is ready to do the whole pregnancy thing again, telling Jay Leno during an interview that she and husband Will Kopelman "very much" want another baby — and "right away," if possible.

"I grew up as an only child, and although that really works for some people and for some parents that's the way they want to do it, I want to be the Griswolds," she says.

"I want the kids in the back rolling their eyes at mom and dad. I want Rusty and Audrey, theme parks and the whole nine."

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LIFE 3

Headed to Mexico this winter? Want to go surfing? Hidden away on the Pacific Coast, the town of Puerto Escondido is generating buzz thanks to a starring role in HGTV's season premiere of Live Here, Buy This! The draw? The Mexican Pipeline, an unforgiving wave that attracts an international surfing crowd. Travel writer Michele Peterson created an app offering an insider's guide to Mexico's Surf City. Here are a few excerpts.

5 Hot spots in Puerto Escondido

Cafes & quick bites: Osa Mariposa

This hip hostel, just two blocks from the beach, appeals to backpackers and surfers. Choose from private bungalows or shared dormitories (four to a room). The clean and spacious bathrooms are superior to many others in this price range. The on-site restaurant offers a menu of tasty veggie and vegan options. Don't miss the black bean veggie burgers. Mescal and tequila figure highly at the bar. The website has a helpful map. You'll need it to find the place: osamariposa.com.

Lodging: Aqua Luna Hotel

This sleek, minimalist boutique hotel owned by an Aussie long boarder and his Mexican wife, offers a sophisticated escape in 16 rooms at wallet-friendly prices ranging from $25-$70 per night or $700 monthly for kitchenette rooms. The pearl-white walls, violet-hued swimming pool and adults-only policy creates a sensual Miami SoBe retreat, conveniently perched above Zicatela, the hippest beach with the most wave action. hotelaqualuna.com.

Adventure/culture: Oasis Surf and Language School

Even your pre-schooler can take Spanish classes at this professional language school located in the Rinconada neighbourhood. The school offers beginner, intermediate and advanced classes as well as specialized medical Spanish for health-care professionals. A full slate of cultural activities is available, including a learn-to-surf program. The school can also arrange volunteer experiences if you'd like to give back to the community and practise your new lingo at the same time. Visit oasislanguageschool.com. A five-day week of one-and-a-half-hour language classes costs about $75 US. Surfing classes cost around $35 US per class, with discounts on packages.

Natural attractions: Zicatela Beach

The main strip flanking Calle del Morro is packed with surf shops, restaurants, cafés, hotels and booming nightclubs. If you long to feel the sand between your toes, the wide beach is dotted with loungers, Bali beds and hammocks — all free to use with the purchase of a consumo (drink or snack). This is where the epic Mexican Pipeline wave breaks, so the main draw is surfing, but you can also take yoga classes, have a massage or book an excursion all within a few block radius. Strong surf and undertow makes this beach dangerous for swimmers. The red flag is always flying but depending on the tides, it's possible to find a shallow tidal pool and splash about like a duckling.

Bars & drink: Casa Babylon

Bookstore by day, nightclub by night. This unusual combination of bookstore/coffee shop and nightclub is weird enough to work. An eclectic decor of Mexican masks, Asian statues and rough-hewn furniture morphs effectively from a quiet haven into a pulsing nightclub with techno music, reggae, funk and live bands. Exchange some books, play a board game or two and then come back to party.

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Thai take on Butternut Squash soup

1. In a stock or large soup pot over medium-low, heat the oil. Add the onions, garlic and salt and cook until the onions have softened, about 10 minutes. Stir in the ginger and curry paste and cook for a minute or two more. Add the squash and water and bring to a boil. Reduce the heat and simmer until the squash is tender, 15 to 20 minutes.

2. While the squash is cooking, zest and juice the lime. Add about a teaspoon of the zest and 1 tablespoon of the juice to the pot (reserving the extra). When the squash is tender, stir in the coconut milk.

3. Transfer soup to a blender or food processor, then purée until smooth. Be careful when blending hot liquids.

4. Return all of the soup to the pot and reheat. Taste and adjust the flavour as you wish with spoonful of sugar, if desired, as well as additional lime juice and/or curry paste. Stir in the spinach and cilantro and heat until just wilted. **THE ASSOCIATED PRESS/ (RECIPE ADAPTED FROM THE MOOSEWOOD COLLECTIVE'S MOOSEWOOD RESTAURANT FAVOURITES, 2013, ST. MARTIN'S GRIFFIN)**

Ingredients

- 2 tbsp vegetable oil
- 2 cups chopped yellow onions
- 2 cloves garlic, chopped
- 1 tsp salt
- 1 tbsp peeled and grated fresh ginger
- 1 tsp Thai red curry paste, or more to taste
- 2 1/2-lb butternut squash, peeled, seeded and chopped (about 6 cups)
- 3 cups water
- 1 lime
- 1 cup unsweetened coconut milk
- Sugar
- 2 cups baby spinach, cut into chiffonade
- 1/4 cup chopped fresh cilantro (optional)

This recipe serves six. MATTHEW MEAD/ THE ASSOCIATED PRESS

Drink of the Week

Thyme Gimlet

- 2 oz Belvedere vodka
- 3/4 oz thyme syrup*
- 3/4 oz lemon juice

Shake with cubed ice and strain over ice into a rocks glass. Garnish with lemon and thyme sprig.

***Thyme Syrup**

- 7-8 sprigs of fresh thyme
- 480 ml (16 oz) water
- 480 ml (16 oz) white sugar

Simmer thyme in the water for approximately 10 to 15 minutes or until you see the thyme go brown. Remove thyme and add sugar. Stir until dissolved. Cool and funnel into a glass bottle. Keep refrigerated. **COURTESY BELVEDERE VODKA**

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Who's turning up at the interview table?

Interrogation differentiation.

Five types of tough interviewers and how to handle each

MEGHAN GREAVES
TalentEgg.ca

Walking into an interview is not the most relaxing activity out there.

This is partly because interviews come with many unknowns.

What questions will an interviewer ask? What skills should you focus on? How long will the interview be?

One of the biggest unknowns when going into an interview is: what will the interviewer be like?

An interviewer's personality can be a hard thing to predict until you actually come face to face in the interview. To help you be savvy to the types of interviewers you might face as a student or new grad on the job hunt, here are a few dominant interviewer personality types and how to adjust successfully to them on the spot.

Don't let this trio of tough talkers intimidate you. Keeping calm and carrying on will show them you're ready to cruise into this career. ISTOCK

Rambling

A rambler is an interviewer who is chatty, friendly and outgoing.

Though this behaviour may be a relief when you first start the interview, try not to let your guard down too much.

In order to ensure that you're able to communicate the information that matters (skills, experience and so on), you'll need to single out the relevant aspects of the discussion and answer each question concisely and skillfully.

Shy

Usually it's the interviewee who feels shy, but interviewers can be a ball of nerves as well.

If you encounter a shy interviewer, the main thing is to understand that this is just their personality — not that you're performing poorly. Shy interviewers can be hard to read, difficult to create a conversation with and may wrap up the entire thing quickly.

The smart thing to do in this situation is to pick up on their personality type right away so you don't panic. To ease the atmosphere, try to be friendly, put them at ease and end in a positive way with a handshake.

Harsh

The great thing about this type of interviewer personality is that you'll recognize it the moment you walk in the door, which gives you more time to adjust successfully.

With questions being fired rapidly, an edgy tone and intimidating body language it can be easy to unravel on the spot. The key to magnificently performing with a harsh interviewer is to keep your composure. Take your time to answer each question, speak in a calm and paced manner and minimize small talk.

Inexperienced

Shaky hands, questions that don't flow together, quick exits and awkward conversations are all signs of an inexperienced or unprepared interviewer.

As the interviewee this can be surprising, but the key to having a stellar interview with an inexperienced interviewer is not being thrown off track.

With this type of interviewer you need to be sure that even though they might not be addressing questions that allow you to showcase your information, you do it yourself.

Keep to your key points of discussion, relate them back to the position at hand in plain language and treat the interviewer professionally in order to keep things on track.

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And last but not least...

Nosy interviewers tend to unintentionally stray away from work-related questions during an interview.

- They may be trying to get you to reveal a little too much about your personality and life outside of work, or they may just be naturally inquisitive. In either case, you have to bring them back to the focus of the interview: you.
- You can usually figure out that you're being interviewed by a nosy interviewer within the first few minutes of the interview.
- Avoid being drawn into answering personal questions with noncommittal or brief answers and a polite return to the topic at hand.

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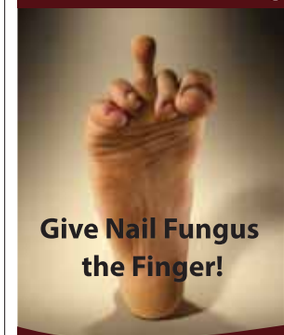

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Front desk diversity

All employees are created equal. What do you know about Positive Spaces in the work place?

ROSIE HALES
TalentEgg.ca

How much do you know about Positive Spaces? Would it affect your decision to apply for or work at a company if the firm didn't self-identify as a Positive Space?

A Positive Space is a space where sexual and gender diversity is supported and valued, thus creating a welcoming and inclusive atmosphere.

You've probably seen Positive Space symbols (an inverted triangle with rainbow colouring) without even realizing — they're all around, and their presence is growing. These symbols show that the space is somewhere that a member of the LGBTQ community can turn to for support, resources and referrals to other informational services.

What can I do?

"Many people are interested in creating safe, welcoming, and inclusive spaces; they just need the education, the tools, and sometimes a trailblazer or an ally —that's you!" Erin Ewing

Positive Spaces are currently not nationally governed and they aren't developed based on universal criteria, so an organization's classification as a Positive Space is based solely on self-identification.

Erin Ewing is the project coordinator at the Positive Spaces Initiative (PSI), a project started in 2008 by the Ontario Council of Agencies Serving Immigrants to support LGBTQ newcomers to Canada.

While there's more to it than a quick list, Ewing identified three top reasons why employers should self-identify as Positive Spaces and commit to creating the atmosphere and attitude invoked by the designation.

You'll be working in a welcoming environment

Ewing suggested asking yourself these questions: "Do I want to feel safe, included, and welcome, and to be able to access services with dignity and respect? Do I want to be able to go to work without having to hide part of who I am, or live in fear and shame?"

If you answered yes to any of these questions, it seems obvious that you'll want to look for an employer that supports who you are.

A Positive Space employer is equipped with the necessary resources

"If a job requires relocation, then it is important to note that sometimes a person's gender identity, gender expression, or sexual orientation can affect what kinds of services they need. For example, finding housing in a neighbourhood where they will not be beat up or evicted for being gay, or finding a doctor who understands the medical issues around transitioning to a different sex," Ewing said.

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- Proficient on both Mac and PC platforms
- Ability to prep files for print production, including file stuffing (.sitx, .sit, .sea, .zip) and FTP experience
- Professional, personable, approachable with great communication skills (both verbal and written)
- Ability to thrive under pressure in a fast paced, multi-faceted and deadline driven environment with strong attention to detail (typography, copy, grammar, layout, images, colour, etc)
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Sandusky scandal

Penn State settles with abuse victims

At least 19 young men have settled with Penn State over assertions of abuse by former assistant football coach Jerry Sandusky, according to lawyers for the claimants.

Many, if not all of them, have received cheques from the university, the attorneys said over the past two days. The school has set aside some $60 million to pay claims, though several lawyers say the settlements prevent them from disclosing details, including the amounts their clients were paid.

Sandusky, 69, the school's longtime assistant football coach under Joe Paterno, is serving 30 to 60 years in prison for sexually abusing 10 boys over 15 years.

THE ASSOCIATED PRESS

NHL

Avalanche stay unbeaten in The Big Smoke

A depleted Maple Leafs lineup was unable to keep pace with the surging Colorado Avalanche, reducing the list of NHL unbeatens by one.

P.A. Parenteau scored early in the third period to help the Avs edge Toronto 2-1 on Tuesday night. Cory Sarich also scored for Colorado (3-0-0), which got another terrific start from Semyon Varlamov in net. The 25-year-old Russian has now stopped 88 of 91 shots in three games.

THE CANADIAN PRESS

The Canucks celebrate Daniel Sedin's second-period goal against Cory Schneider at Rogers Arena on Tuesday night. BEN NELMS/GETTY IMAGES

Schneider's return to Vancouver spoiled

NHL. Goaltending controversy ends with a Canucks overtime win

CAM TUCKER
cam.tucker@metronews.ca

On Tuesday

3	2
Canucks	Devils

Goaltending as it pertained to the Vancouver Canucks has been a heated topic of debate for more than a full year, and it was back in the discussion Tuesday.

Roberto Luongo and Cory Schneider, former teammates in Vancouver and still good friends, faced each other for the first time since the NHL Draft in June, as the Vancouver Canucks hosted the New Jersey Devils at Rogers Arena.

The Canucks shocked almost everyone in the hockey world by trading Schneider to the Devils for the ninth overall pick and retaining Luongo, and his 12-year, $64-million contract, as their starting goaltender moving forward.

Since April of 2012, it was believed Luongo would be on his way out of Vancouver, and Schneider staying as the No. 1 netminder.

In the minds of those not playing or coaching in Tuesday's game, this was perhaps the epilogue to the great goaltending controversy that dominated headlines in the city for more than a year.

Schneider, if he was seeking it, didn't get his revenge. The Canucks won the game 3-2 in overtime. Jason Garrison provided the winning goal against his former teammate.

"It wasn't an easy situation for him or for me at times. We both wanted to play and both felt we were capable of playing," said Schneider of the past goaltending controversy.

For Schneider, now competing for the starting job in New Jersey with future Hall of Fame goalie Martin Brodeur, he was just happy to get this meeting against his old team quickly out of the way.

"I'm just hoping to move on once this is done and just start playing hockey again."

Whitecaps look for historic win in Seattle

Whitecaps forward Camilo Sanvezzo celebrates one of his two goals against Portland on Sunday at BC Place. JONATHAN HAYWARD/THE CANADIAN PRESS

The Vancouver Whitecaps will enter CenturyLink Field for Wednesday's match against the Seattle Sounders FC with neither math nor history on their side.

The Whitecaps play their Cascadia Cup rivals for the final time this season, having never won a game inside CenturyLink since joining MLS in 2011.

The Whitecaps are also six points out of the fifth and final playoff spot in the Western Conference, not only needing to win the next three games to give themselves a realistic chance at earning a post-season berth, but a favour or two from other teams just as desperate for results.

While the Whitecaps try to do something they've never done in their MLS history, the Colorado Rapids, current holders of that fifth and final playoff spot, play the San Jose Earthquakes. A draw would be the desired result in this match, as far as Vancouver's slim playoff chances are concerned.

That would put the Whitecaps only four points behind the Rapids, with a home-and-home set between those two clubs to close out the season.

But should the Whitecaps lose in Seattle and the Rapids win against San Jose, the Whitecaps would be eliminated from playoff contention.

"As long as there's a mathematical chance, then we need to approach the game in a manner that we did (Sunday versus Portland)," said Whitecaps president Bob Lenarduzzi in a phone interview. "It's really — and I know it's a cliché, but it applies to us — just one at a time." CAM TUCKER/METRO

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Tigers get by A's with a little help from their fans

Tigers designated hitter Victor Martinez looks skyward after hitting a solo home run in the seventh inning of Game 4 of the ALDS against the Oakland A's on Tuesday night in Detroit. LON HORWEDEL/THE ASSOCIATED PRESS

MLB. Disputed homer goes in Detroit faithful's favour in ALDS do-or-die

Game 4

Tigers	Athletics
8	6

Max Scherzer escaped a major jam in relief and the Detroit Tigers — helped by two fans who reached out to try to reel in Victor Martinez's disputed home run — rallied past the Oakland Athletics 8-6 on Tuesday to force a decisive fifth game in their AL division series.

Playing catch-up most of the way, the Tigers tied it first with Jhonny Peralta's three-run homer in the fifth inning and then on Martinez's solo shot in the seventh. A couple of fans attempted to catch Martinez's drive, and at least one of them bobbled the ball as he reached over the railing above the wall — preventing right-fielder Josh Reddick from having any chance at a leaping grab.

Reddick and centre-fielder Coco Crisp immediately protested, pointing up at the stands in the hope of a fan-interference call. But umpires upheld the homer after a replay review.

Scherzer, making his first relief appearance since the 2011 playoffs, had already given up a run in the seventh. With the Tigers ahead 5-4, he allowed a walk and a double to start the eighth, but after an intentional walk to load the bases, manager Jim Leyland left his 21-game winner on the mound.

Scherzer struck out Reddick and Stephen Vogt before getting pinch-hitter Alberto Callaspo to line out to centre.

THE ASSOCIATED PRESS

MLB

BoSox dump Rays to return to ALCS

Shane Victorino's infield single snapped a seventh-inning tie and journeyman Craig Breslow gave Boston a huge boost out of the bullpen, sending the Red Sox into the AL championship series with a 3-1 victory over the Tampa Bay Rays on Tuesday night.

Koji Uehara got the final four outs — one night after giving up a game-winning homer — and the Red Sox rebounded to win the best-of-five playoff 3-1.

Both managers mixed and matched all night in a tense game that felt more like a chess match. Desperately trying to avoid elimination, Rays skipper Joe Maddon used nine pitchers. THE ASSOCIATED PRESS

Shane Victorino of the Red Sox legs out an infield single past the Rays' James Loney.
MIKE CARLSON/THE ASSOCIATED PRESS

NHL

EASTERN CONFERENCE

ATLANTIC DIVISION

	GP	W	L	OL	GF	GA	Pt
Toronto	4	3	1	0	13	10	6
Boston	2	2	0	0	7	2	4
Tampa Bay	3	2	1	0	7	7	4
Detroit	3	2	1	0	6	7	4
Ottawa	2	1	0	1	5	5	3
Montreal	2	1	1	0	7	5	2
Florida	3	1	2	0	5	11	2
Buffalo	4	0	3	1	4	10	1

METROPOLITAN DIVISION

	GP	W	L	OL	GF	GA	Pt
Pittsburgh	3	3	0	0	12	3	6
N.Y. Islanders	3	2	0	1	12	7	5
Carolina	3	1	1	1	6	9	3
Columbus	2	1	1	0	6	6	2
N.Y. Rangers	2	1	1	0	4	5	2
Washington	3	1	2	0	10	12	2
New Jersey	3	0	1	2	7	12	2
Philadelphia	4	1	3	0	5	10	2

Tuesday's results
Colorado 2 Toronto 1
Nashville 3 Minnesota 2
N.Y. Islanders 6 Phoenix 1
Philadelphia 2 Florida 1
Pittsburgh 5 Carolina 2
Tampa Bay 3 Buffalo 2 (OT)
New Jersey at Vancouver

WESTERN CONFERENCE

CENTRAL DIVISION

	GP	W	L	OL	GF	GA	Pt
Colorado	3	3	0	0	11	3	6
St. Louis	2	2	0	0	11	2	4
Winnipeg	3	2	1	0	12	10	4
Chicago	2	1	0	1	8	7	3
Dallas	2	1	1	0	4	5	2
Nashville	3	1	2	0	6	9	2
Minnesota	3	0	1	2	7	10	2

PACIFIC DIVISION

	GP	W	L	OL	GF	GA	Pt
San Jose	2	2	0	0	8	2	4
Vancouver	3	2	1	0	12	10	4
Anaheim	3	2	1	0	8	11	4
Calgary	3	1	0	2	12	13	4
Los Angeles	3	1	2	0	7	10	2
Edmonton	3	1	2	0	11	15	2
Phoenix	3	1	2	0	6	11	2

Note: Two points for a win, one point for an overtime/shootout loss.

N.Y. Rangers at San Jose
Monday's results
Edmonton 5 New Jersey 4 (SO)
N.Y. Rangers 3 Los Angeles 1
Wednesday's games — All Times Eastern
Montreal at Calgary, 8 p.m.
Chicago at St. Louis, 8 p.m.
Ottawa at Los Angeles, 10:30 p.m.

MLB PLAYOFFS

A.L. DIVISION SERIES
(Best-of-5; x — played only if necessary)

BOSTON (1) VS. TAMPA BAY (6)
(Boston leads series 2-1)
Tuesday's result
Boston at Tampa Bay
Monday's result
Tampa Bay 5 Boston 4
Thursday's game
x-Tampa Bay (Moore 17-4) at Boston (Lester 15-8), 5:37 p.m.

OAKLAND (2) VS. DETROIT (3)
(Series tied 2-2)
Tuesday's result
Detroit 8 Oakland 6
Monday's result
Oakland 6 Detroit 3
Thursday's game
Detroit (Scherzer 21-3) at Oakland (Colon 18-6), 9:07 p.m.

N.L. DIVISION SERIES

ST. LOUIS (1) VS. PITTSBURGH (4)
(Series tied 2-2)
Monday's result
St. Louis 2 Pittsburgh 1
Wednesday's game
Pittsburgh (Burnett 10-11) at St. Louis (Wainwright 19-9), 5:07 p.m.

ATLANTA (2) VS. L.A. DODGERS (3)
(Los Angeles Dodgers wins series 3-1)
Monday's result
Los Angeles Dodgers 4 Atlanta 3

CFL

WEEK 16

EAST

	GP	W	L	T	PF	PA	Pt
x-Toronto	14	9	5	0	407	370	18
x-Hamilton	14	7	7	0	360	383	14
Montreal	14	6	8	0	349	385	12
Winnipeg	14	2	12	0	279	459	4

WEST

	GP	W	L	T	PF	PA	Pt
x-Calgary	14	11	3	0	446	323	22
x-Saskatchewan	14	9	5	0	419	316	18
x-B.C.	14	9	5	0	395	350	18
Edmonton	14	3	11	0	340	409	6

x — clinched playoff berth.
Friday's game — All Times Eastern
B.C. at Calgary, 9 p.m.
Saturday's game
Edmonton at Saskatchewan, 4:30 p.m.
Monday, Oct. 14
Winnipeg at Montreal, 1 p.m.
Toronto vs. Hamilton (at Guelph), 4:30 p.m.

NFL

WEEK SIX

Thursday's game — All Times Eastern
N.Y. Giants at Chicago, 8:25 p.m.
Sunday's games
Detroit at Cleveland, 1 p.m.
Green Bay at Baltimore, 1 p.m.
St. Louis at Houston, 1 p.m.
Cincinnati at Buffalo, 1 p.m.
Pittsburgh at N.Y. Jets, 1 p.m.
Philadelphia at Tampa Bay, 1 p.m.
Carolina at Minnesota, 1 p.m.
Oakland at Kansas City, 1 p.m.
Tennessee at Seattle, 4:05 p.m.
Jacksonville at Denver, 4:05 p.m.
New Orleans at New England, 4:25 p.m.
Arizona at San Francisco, 4:25 p.m.
Washington at Dallas, 8:30 p.m.
Monday, Oct. 14
Indianapolis at San Diego, 8:40 p.m.

MLS

Wednesday's games — All Times Eastern
Kansas City at Houston, 8:30 p.m.
Vancouver at Seattle, 10 p.m.
Colorado at San Jose, 10:30 p.m.
Saturday's games
New England at Montreal, 2:30 p.m.
Philadelphia at D.C., 7 p.m.
Chicago at FC Dallas, 8:30 p.m.
Sunday's game — Seattle at Portland, 9 p.m.

The 2013 Acura TL

Review. Acura's top sport sedan is looking great and getting old gracefully

JUSTIN PRITCHARD
drive@metronews.ca

The fourth-generation Acura TL launched for model-year 2009, and is due to be replaced any time by a new, fifth-generation machine. It's far from the freshest or newest model in its segment — but the current Acura TL is one of the most established.

That's thanks in no small part to its delivery of performance, technology and everyday sensibility alongside two things premium shoppers love: an honest price tag, and a promise of reliable, no-nonsense ownership thanks to Acura's gleaming reputation for reliability.

The gist? The TL is getting old these days, but it remains a staple product in its segment that's well-deserving of a test-drive. The looks might still be controversial, but the TL remains a great machine to drive, and a car special to the Acura brand. The current-generation TL put Super Handling All Wheel Drive (SH-AWD) technology into the mainstream luxury sedan market. And, though it was late to the game, it pushed Acura sedans past the 300-horsepower mark at long last.

All of this exists in a highly-usable package. There's generous room for four adults, plenty of at-hand storage, and a great looking, three-dimensional look to the instrument cluster, dashboard and controls. In all, you get unique styling that very much does its own thing while creating a distinctively upscale, techy atmosphere. Proper cupholders, deep door bins and a sense of always having a place for your stuff help round out the package.

Key competitors include the BMW 5-Series, Audi A6 and Infiniti G37. Though not packleading where output is concerned, the big V6 is very pleasing to listen to and really piles on the juice at high revs as the VTEC power-cam kicks in. The six-speed automatic works well with the engine for smoothness and response, supporting a sporty but very refined character.

The SH-AWD system, as noted on numerous other test-drives, has benefits which are two-fold. First, on slippery stuff, it finds surprising levels of traction — using sophisticated computer controls and fast-acting magnetic clutch packs to extract the most forward momentum from the ground beneath. Second, when drivers push the TL's limits a little, the system "overdrives" the inside rear wheel, which slightly slides the tail out and points the nose inwards in a sort of mini-drift. Translation? You get playful agility and locked-on confidence, depending on what your right foot is up to on the surface in question.

That's all directed by a heavyset steering system that confidently transmits a sense of agility and playfulness to the driver, too. End of the day, few sedans are this all-out confident and discreetly entertaining when pushed hard.

Powerful and fairly communicative brakes back up the performance capabilities — and when you're on a relaxing drive, wind and road noise levels are kept adequately in check, as is fuel consumption. This engine might not have all the latest fuel-saving gadgets, but I still averaged under 10 lites per 100 km over the course of a week.

Other notes? The xenon projector lights are fantastic, and the big doors and big comfy seats make this an easy car to get in and out of, even many times per day. Finally, blind-spot monitoring and a slew of fully-automatic or voice-commanded features on the "Elite" grade test model I drove added a sense of effortless relaxation on lengthy road trips.

Numerous competitors are more modern-looking, both inside and out. A comparable Audi or Lexus will boast a more striking cabin, and a comparable BMW or Mercedes will likely prove more all-out comfortable. The new TL has yet to be seen — but for the time being, shoppers after a car that's discreetly sporty, offers a proven reputation, delivers plenty of character and delivers a pleasing overall driving experience should add the current TL to their "to test drive" list.

ALL PHOTOS JUSTIN PRITCHARD

2013 Acura TL

- **Fuel economy.** 9.9L /100km
- **Engines (hp).** 3.7L V6, 305 horsepower, VTEC.
- **Transmissions.** Six-speed automatic
- **Base price (incl. destination)** (TL SH-AWD Elite) $49,450

Key strengths

This isn't a machine that begs for attention, but rather focuses on sensibility and a quiet, confident demeanor. And, though high-tech and sporty, the TL is easy to drive, easy to learn and requires nothing of the driver when they'd prefer to relax and enjoy a peaceful drive.

Key complaints

Simply, it's getting old. The navigation and infotainment read-outs are due for an overhaul, and so are many of the controls and interfaces on board. More power would help the TL earn the dollars of driving enthusiasts, and the lack of folding rear seats limits cargo carrying capacity.

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Horoscopes

♈ Aries
March 21 - April 20
It's not like you to be so trusting but you are determined to see the best in people and your faith in human nature, temporary though it may be, will be rewarded today.

♉ Taurus
April 21 - May 21
You may have a pile of work to finish but shove it all to one side and worry about it at a later date. Most likely that "later" will never arrive and you'll be glad you did not waste time on trivia.

♊ Gemini
May 22 - June 21
Wherever you go over the next 24 hours, people will greet you with open arms. Why are you suddenly so popular? Because of your sunny nature, of course, and because you are rarely judgmental.

♋ Cancer
June 22 - July 23
You are getting obsessive about something and it's not healthy. It's unlikely you will just give up on it, so maybe you should indulge it — and get it out of your system.

♌ Leo
July 24 - Aug. 23
You don't have to carry the world on your shoulders. Friends and colleagues will make life easier for you today, but they will only succeed if you meet them halfway.

♍ Virgo
Aug. 24 - Sept. 23
You could easily spend lots of money and have nothing to show for it, so maybe you should leave your credit cards at home.

♎ Libra
Sept. 24 - Oct. 23
People you meet today may not be very talkative but you will know exactly what they are thinking. If there is one thing you are good at, it is reading body language.

♏ Scorpio
Oct. 24 - Nov. 22
Scorpio is a sensitive sign and that sensitivity can be both a blessing and a curse. Which one it is today depends on how easily you let yourself be annoyed by petty events.

♐ Sagittarius
Nov. 23 - Dec. 21
You'll need to employ a certain amount of critical thinking over the next 24 hours, esp- ecially when dealing with new ideas, as some people may find them a bit outra- geous.

♑ Capricorn
Dec. 22 - Jan. 20
You're in a friendly mood and that's good because the more you smile and say nice things the more you'll get the kind of offers you like. What kind are they? The kind that pay lots of money!

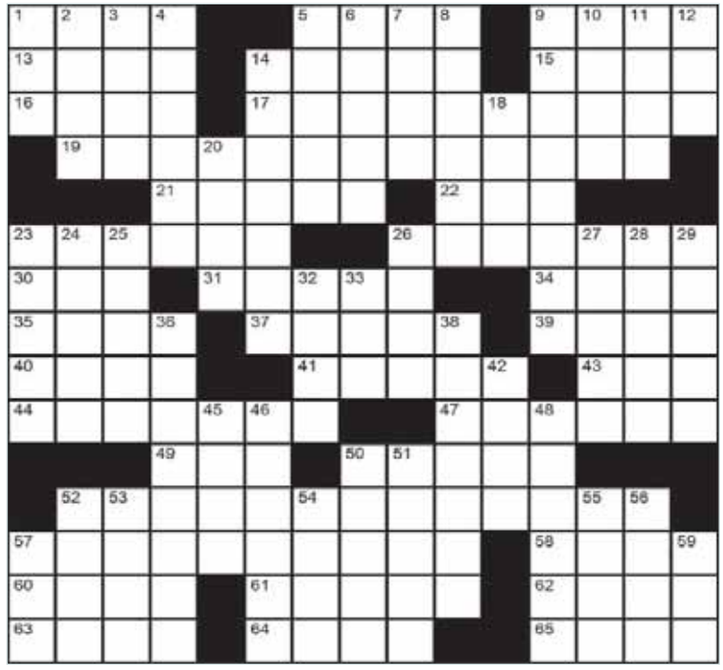
♒ Aquarius
Jan. 21 - Feb. 19
You will be impatient with people who get in your way today but hopefully not so impatient that you start a fight. Slow down, calm down and try not to take little things personally — they're not.

♓ Pisces
Feb. 20 - March 20
If you are confused about something then you must speak up, even though you don't like to admit to your ignorance in front of other people. The important thing is

Crossword: Canada Across and Down

See today's answers at metronews.ca/answers.

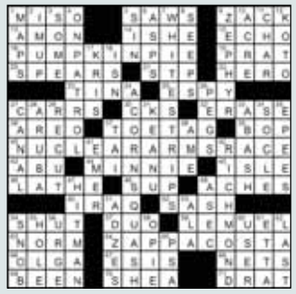
BY KELLY ANN BUCHANAN



Across
1. Gordon Pinsent's actress daughter
5. French words?
9. Konvicted rapper
13. Inventor, Thomas __ Edison
14. Flashdance (1983) star Michael
15. Ms. Downey of Touched by an Angel
16. Gladiator's 554
17. Bit of Ramble On by Led Zeppelin: "The __ __ lights my way."
19. Canadian actress who played Lily Munster: 3 wds.
21. Nova Scotia's Straight of __
22. Provincial song: __ to Newfoundland
23. Ornamental tree
26. Hip-Hop group, __ Boys
30. Ohh's kin
31. Moderner
34. Salon shade
35. Rattling sound from the chest
37. Shave the sheep
39. Comic actor Mr. Green
40. _. __ (British band)
41. Sarah McLachlan song
43. Mr. Gershwin
44. Caustic talk
47. Filet __
49. "Let me think..."
50. John Hersey's bell town
52. Madonna's pre-concerts rituals: 2 wds.
57. Fluently-bilingual-person job title
58. Minstrel's instrument
60. __ Kong
61. Comedian/actor Denis
62. Russian river
63. Border
64. Leaky balloon sounds
65. Tommy James & The Shondells tune, when repeated

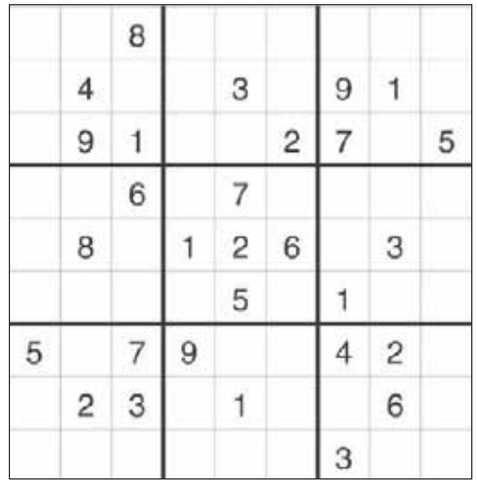
Down
1. Chap
2. Jed Clampett's daughter, __ May
3. Tel __
4. Mayhems
5. Pouting grimaces
6. Perform better than
7. Genuine
8. Big lake in Ontario
9. Captain's chair
10. __-Aid (Fun drink)
11. Herman Melville story
12. Book publisher, __ A. Talese
14. Jobs like filmdom's Miss McPhee's
18. Zippo
20. Flatbread variety parts
23. The Simpsons kid, and namesakes
24. Catherine of SCTV
25. Winnipeg Jet, e.g.
26. Talk big
27. Marketing link: 2 wds.
28. Short start?
29. Mr. Hawke
32. Brit pop duo!
33. Literary contraction
36. Toronto Stock __
38. Take the plunge again
42. The Mod Squad character, __ Hayes
45. Songstress Ms. Grant's
46. Uses one's nose
48. J.R.R. Tolkien character in the song at #17-Across
50. __ __ a go between (Mediate)
51. Gowns by designer Christian
52. Nudge
53. Called
54. Charlotte of TV, and others
55. Certain monetary unit
56. Saxophonist Mr. Getz
57. British band, when doubled
59. Cathedral city

Yesterday's Crossword



Sudoku

How to play
Fill in the grid, so that every row, every column and every 3x3 box contains the digits 1-9. There is no math involved.



Yesterday's Sudoku

2	7	8	5	9	3	1	4	6
9	1	4	8	6	2	5	3	7
5	6	3	4	7	1	9	2	8
8	3	9	6	1	7	4	5	2
7	4	6	9	2	5	3	8	1
1	2	5	3	8	4	7	6	9
4	9	2	1	3	6	8	7	5
3	8	7	2	5	9	6	1	4
6	5	1	7	4	8	2	9	3

Today 13°/9° Variable
Thursday 12°/7° Showers 40%
Know what the weather will be 14 days from now.
Check the 14 day trend.
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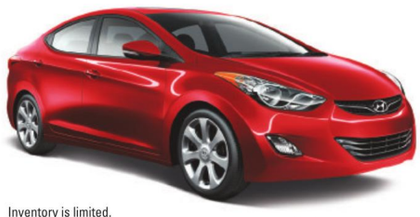
FACTORY AUTHORIZED CLEAROUT

0%† FINANCING FOR UP TO 96 MONTHS ON ELANTRA L MANUAL

GET UP TO $10,000 IN PRICE ADJUSTMENTSΩ (AMOUNT SHOWN ON THE 2013 GENESIS 5.0L GDI R-SPEC)

HURRY IN TO GET AN AMAZING DEAL DURING THE 2013 CLEAROUT

2013 ELANTRA L



Inventory is limited.
Dealer order may be required.

Limited model shown

OWN IT FOR $82 BI-WEEKLY | WITH 0%† FINANCING FOR 96 MONTHS | + $500 IN PRICE ADJUSTMENTSΩ | SELLING PRICE: $16,999♦ ELANTRA L 6-SPEED MANUAL. $500 PRICE ADJUSTMENTΩ, DELIVERY & DESTINATION INCLUDED.

NO MONEY DOWN

AWARDED THE HIGHEST GOVERNMENT CRASH SAFETY RATING▲ U.S. NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

STANDARD FEATURES INCLUDE:

6 AIRBAGS • IPOD®/USB/AUXILIARY INPUT JACKS • POWER WINDOWS & DOOR LOCKS • ABS WITH TRACTION CONTROL SYSTEM • DUAL HEATED POWER EXTERIOR MIRRORS

HWY: 5.2L/100 KM
CITY: 7.1L/100 KM▼

2013 SONATA

Inventory is limited.
Limited model shown

GET UP TO $4,500 IN PRICE ADJUSTMENTSΩ + 0%† FINANCING FOR UP TO 24 MONTHS

AWARDED THE HIGHEST GOVERNMENT CRASH SAFETY RATING▲ U.S. NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

STANDARD FEATURES INCLUDE:

AIR CONDITIONING • HEATED FRONT SEATS • AUXILIARY MP3/USB/IPOD® INPUT • SIRIUS XM™ RADIO WITH BLUETOOTH® HANDS FREE PHONE SYSTEM • DUAL FRONT, SIDE & CURTAIN AIRBAGS

HWY: 5.6L/100 KM
CITY: 8.7 L/100 KM▼

2013 SANTA FE SPORT 2.0T PREMIUM AWD

Inventory is limited.
Limited model shown

OWN IT FOR $168 BI-WEEKLY | WITH 0.99%† FINANCING FOR 96 MONTHS | SELLING PRICE: $34,259♦ SANTA FE SPORT 2.0T PREMIUM AWD AUTO. DELIVERY & DESTINATION INCLUDED. | WITH $900 DOWN

2013 CANADIAN UTILITY VEHICLE OF THE YEAR

STANDARD FEATURES INCLUDE:

ALL-WHEEL DRIVE

- 264 HP 2.0L TURBOCHARGED ENGINE
- REAR PARK ASSIST

HWY: 8.4L/100 KM
CITY: 11.0L/100 KM▼

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Montreal Canadiens Defenceman and Hyundai Hockey Helper

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855 Automall Dr.
North Vancouver, 604-985-0055
D#6700

Murray Hyundai White Rock
3150 King George Highway
Surrey, 604-538-7022
D#30780

OpenRoad Hyundai
13171 Smallwood Place
Richmond, 604-606-9033
D#28516

Maple Ridge Hyundai
23213 Lougheed Highway
Maple Ridge, 604-467-3401
D#7356

Jim Pattison Hyundai Port Coquitlam
Unit B - 2385 Ottawa St.
Port Coquitlam, 604-552-1700
D#30242

Abbotsford Hyundai
30250 Automall Dr.
Abbotsford, 604-857-2622
D#9390

Langley Hyundai
19459 Langley Bypass
Surrey, 604-539-8549
D#30331

Mertin Hyundai
45753 Yale Rd.
Chilliwack, 604-702-1000
D#30337

Jim Pattison Hyundai Surrey
15365 Guildford Drive
North Surrey, 604-582-8118
D#10977

Destination Hyundai
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Vancouver, 604-292-8188
D#31042

A WISH LIST OF OPTIONS

Canadians love receiving reward points for their purchases — who doesn't like a little buying-power bonus of some kind? And the credit card choices featuring such points that are available to consumers are becoming more and more competitive.

With that in mind, banks are aiming to deliver credit cards their clients are looking for, and CIBC has upped the ante with its enhanced Aventura credit cards, which are more flexible than ever. Exciting new Aventura travel rewards features mean you can redeem reward points for travel on any airline, have access to every seat on the plane and fly for as few as 10,000 Aventura Points.

In addition, these cutting-edge credit cards get clients to their dream destination faster than ever. Other enhancements include new trip-cancellation insurance to complement the cards' medical and trip-interruption insurance.

Here is how it works: You will earn one Aventura Point for every $1 spent using your card. And you will have the ability to earn 1.5 Aventura Points on purchases at gas stations, grocery and drug stores. If you prefer, you can use a combination of points and cash to pay for your travel.

DIGITAL VISION/GETTY IMAGES/THINKSTOCK

Earlier this year, CIBC said it would roll out a market-leading travel rewards program to Canadians, and it has done that with this launch.

CIBC's new Aventura program was built on the feedback it collected from its clients and rewards collectors, who have become savvy about the pros and cons of the various programs flooding the market. In building the program, CIBC sat down with Canadians from across the country, listened to their feedback about current travel rewards programs and built the new Aventura with their wish list in mind.

DIGITAL VISION/THINKSTOCK

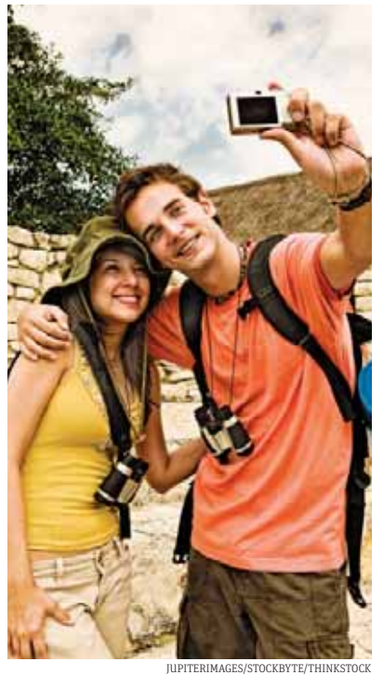
TRAVEL WITH NO WORRIES

The enhanced CIBC Aventura travel rewards program has the ideal credit cards to use when travelling, due to the added benefits on the cards, such as insurance protection.

That protection is valuable to Canadians since travelling isn't always free of worries — a CIBC poll conducted by Harris/Decima reveals that 36 per cent of Canadians worry about getting sick or injured while on vacation, 18 per cent are concerned about losing their money or credit cards, and 12 per cent fret about overspending.

To make the most of your vacation, CIBC offers these tips:

- Contact your credit card company to let them know you will be travelling. Advance notice can help ensure that your charges go through promptly and you will have use of your card for your holiday.
- Keep your cards and cash secure and have a backup form of payment. Keep them in separate locations and write down important phone numbers separately in case you lose a credit or debit card.
- Access benefits on your credit card to help stretch your budget. For example, your credit card may have features such as discounts on car rentals.
- Book your trip with your credit card to take advantage of any insurance offered on your card, as well as to maximize points.



JUPITERIMAGES/STOCKBYTE/THINKSTOCK

FLEXIBILTY TO BOOK ANY AIRLINE, ANY SEAT, ANYTIME

To create its enhanced Aventura credit cards, CIBC did its research and asked Canadians what they wanted in a travel rewards program.

Among the findings, two important needs stood out — clients wanted the ability to earn points faster, and the flexibility in knowing that they could access every seat on any airline.

Canadians also said it was important for them to earn extra points for everyday purchases, so Aventura's offer of 1.5 points on purchases at gas stations, grocery and drug stores was an attractive feature.

What's more, they didn't want any blackout periods or points expiry, and they wanted to be able to use points toward taxes and fees — all features that are part of the Aventura travel rewards program.

Canadian travel reward cardholders viewed CIBC's Aventura offer as attractive due to the value that Aventura Points provide toward travel costs and the ability to book travel without limitations — that means any airline, any seat, anytime.

You can book short-haul flights with Aventura for as low as 10,000 points and long-haul flights for as low as 25,000 points, and to get you started you will receive a special bonus of up to 30,000 Aventura Points.

REAP YOUR REWARDS FASTER

Loyalty programs offer the opportunity to be rewarded for purchases you make every day. However, with so many programs to choose from and so much information available, it is easy to miss out on the ones that would get you to your chosen reward faster.

To help clear through the clutter, a new, free online tool (compareloyaltyprograms.ca) asks a few simple questions and recommends up to three programs that will get you to your chosen rewards faster based on your preferred rewards, lifestyle and shopping habits. What's really new and unique about the tool is that it strategically evaluates cards based on "time to reward" or how quickly you can reach your desired reward.

According to the 2013 COLLOQUY Loyalty Census, the average Canadian household is involved in about eight loyalty programs. Rewards fall into three categories — cash, merchandise or travel — and, historically, people have signed up from the point-of-view of "how much do I have to spend in order to get rewards."

"But it's not just about the dividend or payout rate that these programs offer," says David MacDonald, group VP, custom/financial, Environics Research Group. "It's about how you accumulate points and how quickly you can get a reward of some sizable value to you."

The tool, which was created by Environics Research Group, is quick and simple to use. All you have to do is enter a bit of information about shopping preferences and habits, and which type of rewards you prefer. Then, the tool determines up to three Canadian loyalty programs or affiliated credit cards that are most likely to get you $100 in rewards faster.

The evaluation is based on substantial research into Canadians' habits using loyalty programs and what kinds of rewards they prefer, says Ken Wong, marketing professor at Queen's School of Business, Kingston, Ont., who reviewed and approved the research methodology.

"The tool provides just three cards to consider, and that is easier than consumers having to compare 20 or 30 programs."

Also, you can fill out the tool several times if you want to see how differences in shopping habits and choices impact the variables and the cards recommended.

"The three cards you are presented with make most sense for the spending patterns you have entered," MacDonald says.

HOW TO MAXIMIZE PROGRAMS

• Reduce the number of loyalty programs you belong to, says Frank Pons, professor of marketing, Laval University. "When people have a lot of loyalty programs and cards, the tendency is to disperse points. Cards are really efficient if you focus on just one or two specific programs."

• Aggregate your points. "The more often you use the same card, the more points you will accumulate, and the faster you will get rewards," says Ken Wong, marketing professor at Queen's School of Business.

HEMERA/THINKSTOCK

• Choose loyalty programs based on your lifestyle. If you have the same card you had as a student and now you are married with kids, you probably aren't taking full advantage of points. "Maybe one spouse should sign up for one rewards program and do most of the shopping in that category and the other person do another," says David MacDonald, group VP, custom/financial, Environics Research Group.

• Double dip. Take advantage of loyalty programs that are affiliated with a credit card. "I was using a loyalty card and an unaffiliated credit card, and that forced me to spread my points rather than put them together and double up points," Wong says.

• Be wise with credit. Credit card programs can be a great way to super-charge your time to reward — there are often additional bonus rewards simply by using the credit card. But if you don't pay off the credit card balance every month, Pons says, you end up paying interest and not making a lot of money.

TOP 20 IN CANADA

Here are the top 20 loyalty programs by percentage of usage in Canada, based on the percentage of Canadians who collected rewards over a three-month period in 2012.

- AIR MILES Reward Program — 68 per cent
- Shoppers Optimum — 30 per cent
- HBC Rewards — 26 per cent
- Canadian Tire Money — 23 per cent
- Aeroplan — 23 per cent
- PETRO-POINTS — 18 per cent
- PC Points — 13 per cent
- Scene — 10 per cent
- Club Sobeys — 10 per cent
- Sears Card — 10 per cent
- Esso Extra — eight per cent
- CAA — seven per cent
- Save-On-More — seven per cent
- Plum Rewards — seven per cent
- RBC Rewards — seven per cent
- Best Buy Rewards — six per cent
- RBC Avion — three per cent
- Desjardins — three per cent
- AMEX Rewards — three per cent
- Walmart Rewards — three per cent

LOYALTY LOVE AFFAIR

Consumer loyalty programs have become an ingrained part of Canadian life. From the iconic Canadian Tire money to the latest digital smartphone wizardry, competition continues to evolve and raise the stakes for businesses and deliver benefits to consumers.

Canadians are global leaders in loyalty program participation. The average Canadian household is active in 9.2 programs. By comparison, the average American household is active in only 6.2 programs.

An ongoing study by Canadian research firm Abacus Data found that an astounding nine in 10 Canadian adults belong to loyalty programs.

"These statistics haven't really shifted much during the three surveys we conducted in 2013," says Sean Copeland, Abacus Data's director of consumer research. "We consistently see most Canadians using three or more rewards programs on a regular basis to collect points or miles for future redemption."

The most popular loyalty programs in Canada are Air Miles Rewards (seven in 10 Canadians), and the Shoppers Optimum program (three in 10 Canadians). While these cards won't disappear from Canadian wallets anytime soon, there are big changes on the horizon as Canadian businesses adjust to the shifting consumer loyalty landscape.

Research shows Canadians are most interested in loyalty programs that are simple, clear, and deliver instant rewards.

The American retail giant Target, currently opening stores in Canada, is taking heed. Target's "Red Card," a branded debit or credit card, gives shoppers an instant five per cent off at checkout for every purchase.

Target aims to not only draw new customers, but to also fill each shopping cart with a little more merchandise. Experts contend that the Red Card adds between one and two per cent to the total of each checkout at Target, and more established Canadian competitors are expected to follow suit with similar offers.

An emerging trend in consumer loyalty programs is the use of smartphone-based applications to replace physical cards.

Canada's largest grocer recently launched a new digital loyalty program targeting customers with individually tailored promotions. PC Plus, the Loblaw program, targets customers using their purchase histories, offering discounts on items they buy regularly, along with products they might be interested in, but need an incentive to try.

– Peter Doyle

CONSUMERS WANT MORE AND WANT IT NOW

While Canadians are still very much in love with consumer loyalty programs, it appears the relationship has moved into a new and more demanding phase.

Token gifts and promises are no longer enough — consumers now want bigger rewards, and expect to be able to access them sooner.

The attitude shift became clear following Loblaw's acquisition of Shoppers Drug Mart. Optimum, the pharmacy retailer's rewards card, is Canada's most popular customer reward program. When the acquisition was announced, Optimum members flooded social media sites and the program's call centre with their concerns. Both retail chains were forced to reassure consumers about the program's future.

"Canadians have grown up with loyalty programs in many circumstances, so there's almost an expectation," says Kevin O'Brien, chief commercial officer at Aeroplan Canada.

O'Brien is all too familiar with the potential consequences of failing to meet consumer expectations. In 2006, Aeroplan announced an expiry date for points accumulated under the program.

DMITRY KALINOVSKY/COLOURBOX

Not surprisingly, consumer reaction was intensely negative and Aeroplan's subsequent struggles led to a complete redesign of the program — and new credit card partners — earlier this year.

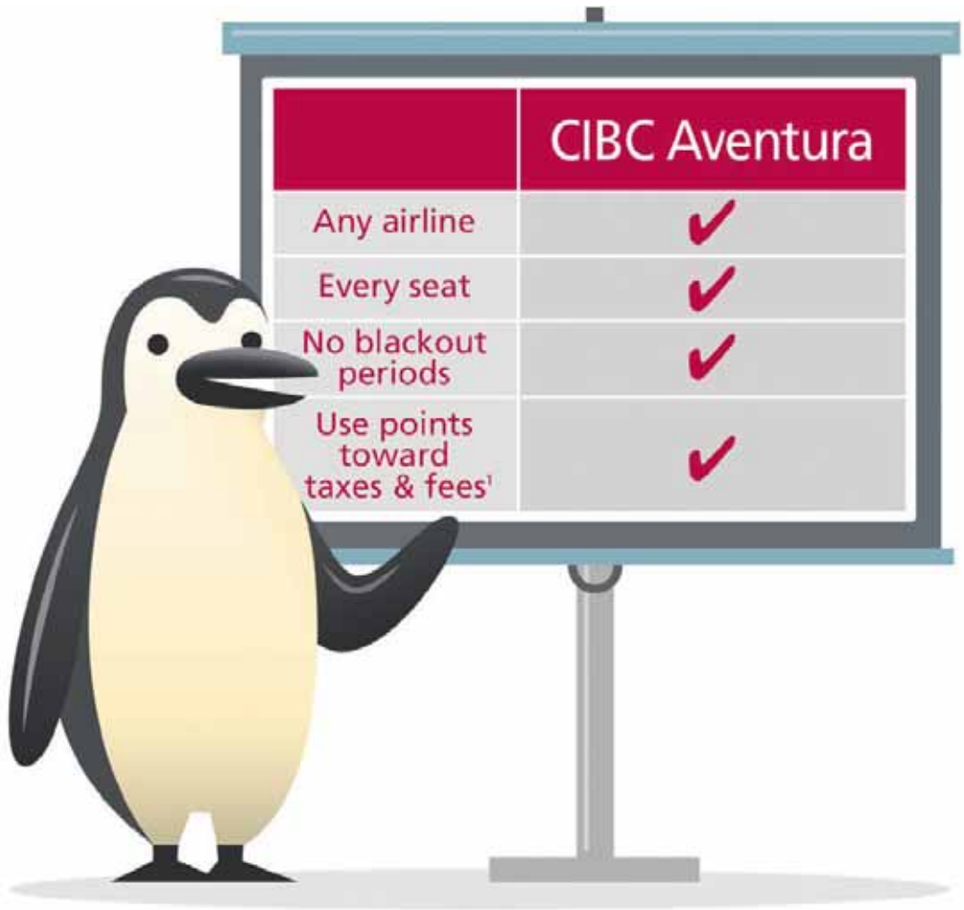
Clearly, consumers no longer consider rewards a simple perk; today, they expect to be properly compensated for their loyalty. Most members of customer loyalty programs recognize they are providing retailers with valuable information; they are determined to get something in return. Goodbye romance, hello interest-based negotiations.

A 2013 white paper published by Environics Research reflects just how much the loyalty program landscape has shifted. The paper reviewed 22 loyalty programs and outlines a new way to determine their relative value — a measure it calls "time to reward." The new measure takes into account both the potential value of reward points a consumer receives for a given purchase, as well as the amount of shopping required before "cashing in" those points.

"When it comes to loyalty programs, what is ultimately most important to the consumer is being able to understand how long it will take them to achieve their desired reward," the study states.

The report suggests that the best way to meet these expectations — and to retain members — is to provide consumers with opportunities to collect points quickly, such as through "double-dip" offers (twice the amount of rewards for buying specific products).

– Peter Doyle



The new CIBC Aventura® Travel Rewards Program.

Join now and earn up to 30,000 Aventura Points.*

cibc.com/penguinscanfly

CIBC

*Offer applies only to newly approved eligible Aventura credit card accounts opened by December 31, 2013; transfers from an existing CIBC credit card are excluded. Bonus points will be awarded to the primary cardholder after making qualifying purchases. Offer may be withdrawn or changed without notice at any time. Conditions apply; for details visit cibc.com/penguinscanfly. [1]Aventura Points can be redeemed for up to 100% of the cost of airfare as well as (if you have sufficient Aventura Points) for taxes and other charges on airfare purchased through the CIBC Rewards Centre. You must book all flights through the CIBC Rewards Centre. Some taxes and other charges may be collected locally/when you are travelling, and cannot be prepaid; please ask a CIBC Rewards Centre Counsellor for specific details. Visa™ and Visa Infinite™ are trademarks of Visa Int./CIBC lic. user. All other trademarks are owned by CIBC or related entities.

LOYALTY & REWARDS

In love with loyalty programs

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Reap your rewards faster

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A wish list of options

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